

# Have You Ever Heard of The "Durbin Amendment"?

As the owner of a Bar, Restaurant or Nightclub you'd better know about it. It legalized the simplest to implement most effective sales management tactic known to man.

The Durbin Amendment is a provision in the Dodd-Frank Wall Street Reform and Consumer Protection Act aimed at debit card [interchange fees](#) and increasing competition in payment processing. The bill aimed to restrict anti-competitive practices and encourage competition, and included provisions which allow retailers to refuse to use cards for small purchases and **offer incentives for using cash** or another type of card



[The Dodd-Frank Wall Street Reform and Consumer Protection Act](#) is a United States Federal Statute signed into law on July 21 2010.

"So what." you say? Consider this....

## The Speed-of-Service Discount

Most likely your existing Bar POS, Nightclub POS or Restaurant POS is costing you Tens of Thousands of dollars a year. Yes I said Tens of Thousands. It's so simple yet so painful when you start to do the math.

At most bars I know, sales tax is included in the price of the drink. We do this so the bartenders don't have to deal with pennies, nickels and dimes. After all we don't want to slow them down by dealing with change and we don't want to load our customers pockets with change either.

**By including sales tax in your prices you are discounting the amount you charge for your drinks all in the name of "Speed of Service"**

Today more and more patrons are carrying less and less cash and instead pay by debit or credit card. These transactions don't have your bartenders dealing with any physical change. Therefore Including sales tax doesn't speed up service.

# Stop doing it on credit transactions



It's literally costing you tens of thousands of dollars a year!

**Keep doing it on cash.** That's your incentive for using cash. Offer a discount pegged at the sales tax rate. You and your customers both win. Maintain speed of service and stop discounting when you don't have too.



Our customers increase their revenue anywhere from \$16,000 to as much as \$125,000 per year by using 2TouchPOS to achieve this objective.



1. [Download the Speed of Service Discount Calculator](#). This Excel spreadsheet will help you estimate your current losses and potential gains through implementation of this practice
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